

Appl. No. 10/032,508
Reply to Examiner's Action dated September 20, 2005

IN THE CLAIMS:

1. (currently amended): For use with a computer network, a media and advertisement distribution and tracking system, comprising:

a media server that distributes media to remote players via said computer network according to corresponding playback rules, said remote players configured to convert said media to audio or video content and play back said content for listening or viewing by an audience;

an advertisement server that distributes advertisements to said remote players via said computer network according to corresponding advertising schedules; and

a tracking subsystem that retrieves as-run logs from said remote players via said computer network and generates media and advertisement play reports and advertisement billing reports therefrom.

2. (previously presented): The system as recited in Claim 1 wherein said media server adjusts said playback rules based on said media play information.

3. (previously presented): The system as recited in Claim 1 wherein said advertisement server adjusts said advertising schedules based on said advertisement play information.

4. (previously presented): The system as recited in Claim 1 wherein said playback rules include aspects selected from the group consisting of:

geographic location of said remote players,

establishment type in which said remote players are located,

demographics of establishment in which said remote players are located,

media playback history for said remote players,

time of day,

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date,
day of week,
month of year, and
season of year.

5. (previously presented): The system as recited in Claim 1 wherein said advertising schedules are based on aspects selected from the group consisting of:

geographic location of said remote players,
establishment type in which said remote players are located,
demographics of establishment in which said remote players are located,
sequence,
proximity to particular media being played,
time of day,
date,
day of week,
month of year, and
season of year.

6. (previously presented): The system as recited in Claim 1 wherein said advertising server comprises an interface that allows advertisers to upload said advertisements and modify said advertising schedules directly and to view ones of said media and advertisement play reports and advertisement billing reports.

7. (previously presented): The system as recited in Claim 1 wherein said computer network is the Internet.

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8. (currently amended): A method of distributing and tracking media and advertisements, comprising:

distributing media to remote players via said computer network according to corresponding playback rules, said remote players configured to convert said media to audio or video content and play back said content for listening or viewing by an audience;

distributing advertisements to said remote players via said computer network according to corresponding advertising schedules;

retrieving as-run logs from said remote players via said computer network; and

generating media and advertisement play reports and advertisement billing reports from said as-run log.

9. (previously presented): The method as recited in Claim 8 further comprising adjusting said playback rules based on said media play information.

10. (previously presented): The method as recited in Claim 8 further comprising adjusting said advertising schedules based on said advertisement play information.

11. (previously presented): The method as recited in Claim 8 wherein said playback rules include aspects selected from the group consisting of:

geographic location of said remote players,

establishment type in which said remote players are located,

demographics of establishment in which said remote players are located,

media playback history for said remote players,

time of day,

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date,
day of week,
month of year, and
season of year.

12. (previously presented): The method as recited in Claim 8 wherein said advertising schedules are based on aspects selected from the group consisting of:

geographic location of said remote players,
establishment type in which said remote players are located,
demographics of establishment in which said remote players are located,
sequence,
proximity to particular media being played,
time of day,
date,
day of week,
month of year, and
season of year.

13. (previously presented): The method as recited in Claim 8 further comprising allowing advertisers to upload said advertisements and modify said advertising schedules directly and to view ones of said media and advertisement play reports and advertisement billing reports.

14. (previously presented): The method as recited in Claim 8 wherein said computer network is the Internet.

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15. (previously presented): A music and advertisement distribution and tracking system, comprising:

a media server that distributes music to remote players via the Internet according to corresponding playback rules, said remote players configured to play back said music for listening by an audience;

an advertisement server that distributes advertisements to said remote players via the Internet according to corresponding advertising schedules;

a skin server that distributes skins to said remote players via the Internet according to skin selection rules; and

a tracking subsystem that retrieves as-run logs via the Internet from said remote players and generates music and advertisement play reports and advertisement billing reports therefrom.

16. (previously presented): The system as recited in Claim 15 wherein said media server adjusts said playback rules based on said music play information.

17. (previously presented): The system as recited in Claim 15 wherein said advertisement server adjusts said advertising schedules based on said advertisement play information.

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18. (previously presented): The system as recited in Claim 15 wherein said playback rules include aspects selected from the group consisting of:

- geographic location of said remote players,
- establishment type in which said remote players are located,
- demographics of establishment in which said remote players are located,
- music playback history for said remote players,
- time of day,
- date,
- day of week,
- month of year, and
- season of year.

19. (previously presented): The system as recited in Claim 15 wherein said advertising schedules are based on aspects selected from the group consisting of:

- geographic location of said remote players,
- establishment type in which said remote players are located,
- demographics of establishment in which said remote players are located,
- sequence,
- proximity to particular music being played,
- time of day,
- date,
- day of week,
- month of year, and
- season of year.

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20. (previously presented): The system as recited in Claim 15 wherein said advertising server comprises an interface that allows advertisers to upload said advertisements and modify said advertising schedules directly and to view ones of said music and advertisement play reports and advertisement billing reports.